

**St. Marys Downtown Development Authority (DDA)**  
**BOARD OF DIRECTORS**  
Meeting Minutes for May 7, 2012

The regular meeting of the St. Marys DDA was called to order by Root at 9:02 am.

**Members Present:** Craig Root, Gary Straight, Charlie Smith, and Terry Landreth

**Members not Present:** John Morrissey, Jim Lomis and Cheri Richter

**Guest in attendance:** Barbara Ryan; St. Marys Film Alliance

**Staff:** Artie Jones, III; Director, Renée Coakley; Executive Assistant

**Minutes:** The board reviewed the April 2, 2012 meeting minutes. Smith commented that the mill presentation that the Joint Development Authority (JDA) director gave at the April meeting was very informative. Minutes were approved with a motion by Smith and a second by Landreth. All were in favor of the motion.

**Treasurers Report:** Smith presented the city financial report and the DDA statements. Smith made a motion to approve the financials and the motion was second by Straight. All were in favor.

**Additions to the Agenda:** Renée asked to add St. Marys Magazine advertisement on the request of Barbara Ryan.

**BUSINESS DISCUSSION:**

**Promotions Committee:** Richter was absent and nothing was reported.

**Economic Development Committee:** No report.

**Design Committee:** No report.

**Film Alliance:** Ryan reported that the filming of Royal Pains was a success. Two episodes were filmed and the first will debut June 6, 2012. The filming crew donated left over props to the Theatre by the Trax and the items will be auctioned in the near future. Eye of the Hurricane will have three showings Memorial Day weekend at Theatre by the Tracks. Ryan also reported that she is currently looking for a farmhouse location for a possible movie for Meryl Streep and Julia Roberts. Also a proposal has been submitted for a reality television show that is looking at St. Marys as a location for recording.

**Tourism:** Ryan reported that visitor numbers are currently steady and the Convention and Visitors Bureau (CVB) has not seen an increase or decrease in numbers.

**St. Marys Intracoastal Gateway (SMIG):** AJ reported that the marketing subcommittee is currently working on marketing strategies for the property and rental rates for parties wishing to use the property for events. Funds collected from the property rental will be used to further market the property for development. The subcommittee is also working on a marketing campaign for realtors. A proposed hotel developer lunch type meeting may also be planned on the property to hopefully gain proposals or interest. The SMIG committee talked at their last meeting about releasing a Request for Proposal (RFP) in the summer to the list of people that requested information in the past to hopefully spark interest with the current upward financial trend. The SMIG committee also talked about completing a feasibility study for the property.

**Mission Statement Adoption:** the board reviewed the revised mission statement that was proposed at the April planning session. This change included moving the last sentence of the current statement to make it the first sentence. The board decided not to vote on this change at this meeting and have this agenda item on the June agenda for more input from the entire board. Renée will email the Mission Statement to the board to review before the June meeting.

**St. Marys Magazine:** Barbara discussed the current distribution of the St. Marys Magazine. She noted that 70% of that distribution is out of area. She will be doing a spread on the mill property and the SMIG property in the upcoming edition. Barbara offered the DDA the annual full page ad to the DDA, (a \$1900 value), which includes the 1/3 page ad for \$450. The issue comes out in July and will be distributed through January 2013. Smith made a motion to advertise in the July edition and Root second the motion. Root asked for the advertising balance which was currently \$1025.76. All were in favor of the motion.

## **DIRECTORS REPORT:**

**Heart and Soul Tour:** AJ thanked everyone who helped out with the tour. He reported that a representative from the GA Trend magazine called to interview him and the mayor regarding the events success. AJ invited the board members to the May 7<sup>th</sup> Council meeting where he will be making a presentation of the pictures from the event and presenting certificates to some of the key participants in making the event a success.

**Sea, Air, Space (SAS) Report:** AJ presented the list of contacts from the SAS Expo that he compiled. He will follow up with and target key contacts in the near future. AJ presented the financials from the trip showing detail of how the DDA's donation was spent.

**Georgia Cities Foundation Week:** AJ reported on the events that took place during the week of April 23-27. He noted that at the May 21<sup>st</sup> Council Meeting the first, second and third place winners from the art and essay contest will be awarded savings bonds donated by a local bank.

**Open Records/Open Meetings Acts:** AJ presented a copy of the changes to this document that will affect future meetings and communications between boards and authorities. Root asked if it is ok to "reply all" in an email string in regards to the new changes to the act. AJ will research and determine the answer to that question. AJ noted the changes to the fines for offenses which were increased to \$1000 for a first offense and \$2400 for a second offense within a 12 month period.

**St. Marys Community Market:** AJ reported that he has looked into the possibility of the CVB managing the market since they are open on Saturday's and are in close proximity to the market and can easily handle any issues that may rise during its hours. Angela has presented the idea to her board and they were in favor of the idea. Root suggested tabling this item until the June meeting when all board members would be present. AJ will send an email to the board in that regard.

**DDA Work Plans:** The board received a copy of the work plans received from Peggy Jolley for their review and requested to table this item until the June meeting when all board members were present. Renée will email the plans again to the board.

**Businesses and Updates:** AJ presented the marketing piece currently being used by Jones, Lang and LaSalle, the firm that is marketing the mill property. The property is currently being marketed to industrial type businesses. AJ met with the trustee last week who stated that his main goal is to sell the property and get the debtors paid off.

AJ presented an invoice from the JDA for joint membership for a Retail Lease Track (RLT) database. This database will allow all parties to enter information on business space available and pull a listing of retailers that may be interested in the parameters given. The St. Marys portion is \$237.50 and the total bill was split between St. Marys, Kingsland, Woodbine and the county. Motion to pay the invoice was made by Smith and second by Landreth. All were in favor. It was suggested that a press release be created regarding this new program and its availability through Team Camden.

Root reported for the chairman that he recently met with the chairman for the Industrial Development Authority (IDA) in regards to the DDA and IDA joining to better market St. Marys. Lomis noted that the chairman was not in favor of consolidating the two groups at this point.

**Adjourn** – Meeting adjourned at 10:42 am with a motion by Straight and second by Landreth. All were in favor.

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Charlie Smith, Secretary  
Prepared by Renée Coakley, Executive Assistant